

The Advisor

MSMA

Mail Systems Management
Association

Minnesota Chapter

MSMA Annual Boat Cruise On Lake Minnetonka

Please join us for our annual “cruise” on Lake Minnetonka. We will head out for a 4-hour late afternoon cruise aboard the “Stunning” Paradise Destiny II. We will enjoy a leisurely cruise on this luxurious, spacious motoryacht which boasts two decks of floor to ceiling windows. You will be able to see Lake Minnetonka from a completely new perspective on this “one of a kind” motoryacht. It is a great opportunity to network and meet new people in the mailing industry as well as relax and enjoy the beauty of a Minnesota summer day.

Rain or shine we will be leaving the Port of Excelsior on Thursday July 30th, 3:00 pm to 7:00 pm. The price includes boat admission and dinner. Enjoy your favorite beverages from the cash bar!

**Be sure to register
early and don't
miss the boat!**



*See page 4 for
registration*

Cost: \$45 for MSMA Members and \$55 for Soon-to-be-Members

Note: Any cancellations after Friday July 24th or no shows will be billed.

Sign up on our website: www.msma-mn.com

“United We Sand” 2009

Fargo-Moorhead

In the Fargo-Moorhead area, the Red River crested the night of March 27 at a record 40.82 feet. It reached 39.57 feet during the 1997 flood, and the highest river level on record was 40.1 feet in 1897. The high waters in Fargo, N.D., hit the news nationwide and filled the airways on local radio and TV stations.

The people of Fargo-Moorhead heard the call for volunteers and this community fought the flood waters. People young and old were out in force to sandbag and help in any way they could. Thousands of people were brought in to the Fargo-Moorhead area. Local churches and schools were filled with evacuees. People from the American Red Cross, FEMA, Coast Guard, National Guard, Border Patrol and area law enforcement agencies came to help. A MASH Unit hospital was set up at Casselton, N.D., just 20 minutes west of Fargo. You could see and hear Blackhawk helicopters patrolling the Red River and its tributaries. The helicopters also dropped one-ton sandbags on weak spots in the levees.



Main Ave. Bridge

During the flood, the Fargodome became a 24-hour sandbagging operation. There were neighbors helping neighbors, strangers helping strangers, and NDSU students working alongside UND students.



Sand bagging at towbow

Everyone put aside their differences to conquer the rising flood waters.

What would Fargo be without its March blizzards. During the flood fight, Mother Nature added another 18 inches of snow, which slowed the major roadways and freeways, but not for long.

To date, Fargo, Moorhead, Grand Forks, Bismarck, Valley City, Jamestown and other surrounding small towns have been and are stilling fighting the flood waters. Recovery efforts should start soon.

The good news is that Noridian kept right on trucking during the flood. Our disaster recovery plans proved to be successful. The Fargo offices weren't in any danger. Most employees could make it to work or worked from home for a few days. We were safe and strong through the flood and snow storms of 2009.

Written by Annie Wilcox, CMDSM Narddign MSMA Board member and Fargo Resident.

Postage Increase Effective May 11

The price of a U.S. First-Class postage stamp will increase another 2 cents, from 42- to 44-cents on Monday, May 11.

Postage rates go up annually in May, with the new prices announced in February. The overall change is tied to the rate of inflation in the year before.

While the new 44-cent rate covers the first ounce of first-class mail, the price for each additional ounce will remain unchanged at 17-cents.

The price increase, says the USPS, is necessary because of rising operational costs. “The Postal Service is not immune to rising costs which are affecting homes and businesses across America today,” said Postmaster General John Potter in a press release. “Even with the increases, the Postal Service continues to offer some of the lowest postage prices in the world.”

According to Potter, the First-Class postage increase will cost the average American family about an additional \$3.00 a year. “When compared to annual increases in other household expenses, such as groceries, healthcare and utilities, the Postal Service continues to be an economical choice for shipping and mailing during tough economic times,” stated the USPS.

For more detailed Mailing Services rate information, go to: <http://www.usps.com/prices>

Did you know?

The summer of 2009 will mark the 50th anniversary of one the oddest forms of mail transportation ever used. On June 8, 1959, the US Navy fired a Regulus I missile from the USS Barbero (SSG-317) shortly before noon. The missile was directed to a safe landing twenty-two minutes later at the Naval Auxiliary Air Station at Mayport, Florida, near Jacksonville. Inside were 3,000 letters signed by Postmaster General Arthur E. Summerfield addressed to a range of U.S. and international officials including President Eisenhower, U.S. cabinet members, Members of Congress and Supreme Court Justices, governors, and postmasters general from all members of the Universal Postal Union. In post-flight press release the PMG boasted that “before man reaches the moon, mail will be delivered within hours from New York to California, to Britain, to India or Australia by guided missiles”. Wouldn't it be a “blast” if we had Missile Mail today?



Ryan Schoenecker Pitney Bowes Management Services
Stacy Blowers Corporate Graphics
Karl Raymond Brokers Worldwide, LLC



Now that spring has officially sprung and the weather is warmer, your local MSMA Board is busy planning activities for summer through fall. It is an election year for the board, so we'll be putting together a committee to seek out interested candidates. Look for that communication in the near future.

For those that missed the tour at Impact Proven Solutions it was a well attended event. Impact is an impressive facility and their leading edge in emarketing capabilities was interesting. I was also impressed with the Direct Proven Solution area. A big thanks to the Impact team for hosting an informative and well run event.

Don't forget... May 11, 2009 new postage rate go into effect, are you ready?

Save the date! July 30th, is our annual Boat Cruise. This has been our signature event and one you won't want to miss.

DelRae



"Kudos MSMA for a job well done at the February 19 gathering at Thomson-Reuter's in Eagan. DelRae did a wonderful job organizing and facilitating the event which included sessions on networking, Generation Y, and diversity. Never have I attended a 1/2-day seminar in which the subject matter was so poignant.

I hope that my schedule allows me to attend more sessions like this in the future and to take the opportunity to network with the many great people who work in our industry."

Steve Boldt

IKON Site Manager - Land O'Lakes

Impact Proven Solution Tour Recap

Over 80 mailing professionals from MSMA and MMA toured the beautiful Impact Proven Solutions addition on March 11th. We were impressed by the variety of services Impact can provide to their customers. We walked through their state-of-the-art creative services, e-messaging, data processing, laser printing, mailing services, fulfillment, and packaging services before the tour concluded with a boxed lunch and the opportunity to network with your peers. We would like to thank Laura Barber and Tim Johnson for hosting us, educating us, and providing the opportunity to make new acquaintances and renew old during the tour and lunch.

Calling all MSMA Members, Take the Get Involved Quiz...

Do you...

1. **Want to broaden your professional network?**
2. **Standout as a who's who in the mailing industry?**
3. **Plan and work closely with some of the most influential and fun people in your region?**
4. **Have access to many others on a national level?**

If you answered "yes" to any of the above four questions, contact Kraig Rule (see back panel for contact information) or the 2009 nominating committee. MSMA is seeking candidates to serve on the 2010/11 MN Chapter Board.

MSMA-MN Board Members 2008-2009

Position	Name	Company	E-Mail Address	Telephone
President	DelRae Brockton	TCF Bank	dbrockto@tcfbank.com	612-661-6902
Immediate Past President	Tom Bates, CMDSM	SCICOM Data Services	tbates@scicom.com	952-932-3917
Executive Vice President	David Stover, MQC	United Health	dave_stover@uhc.com	651-662-8075
Treasurer	Steve McGowan, CMDSM, CMM		smcgowan1@prodigy.net	612-219-6510
Secretary	Kathy Lundy, CMDSM	Charnstrom Company, Inc.	kathy@charnstrom.com	952-403-0303
Vice President Programs	Chris Parnell, CMDSM, CMDSS	Minnesota Mailing Solutions	cparnell@mnmailing.com	763-542-1020
Vice President Membership	Bonnie Vanek, CMDSM	Direct Marketing Services	bonnie@dmshub.com	952-886-3453
Vice President Publications	Lynda Kemp, CMDSM	Dairyland Power Cooperative	ljk@dairy.net	608-787-1314
Director at Large	Dana Garies	RBC Dain Rauscher	dana.garies@rbc.com	612-371-2735
Director at Large	Deb Ganyo Lutz, CMDSM	PSI Presort services	debganyo.lutz@psigroupinc.com	612-789-0793
Director at Large	Jennifer Palodichuk, CMDSM	Thomson Reuters	jennifer.palodichuk@thomsonreuters.com	651-687-6922
Director at Large	Michelle Reynolds	TCF Bank	mreynold@tcfbank.com	612-661-6836
Director at Large	Kraig Rule	Securian Financial Group	kraig.rule@securian.com	651-665-3494
Director at Large	Dave Running	North American Membership Group	drunning@namginc.com	952-352-7519
Director at Large	Annie Wilcox, CMDSM	Noridian	annie.wilcox@noridian	701-282-1201



**Minnesota Mailing
Community Events for
2009**

May 13th

MMA General Meeting

May 17 – 20th

National Postal Forum, Washington, DC

June 18th

MMA Annual Golf Event

July 30rd

MSMA Annual Boat Cruise

August 12th

MMA General Meeting

September 14th - 16th

Fall Mailcom - Las Vegas

September 16th & 17th

National PCC Day,
Midwest Mailing Forum
(save the dates)

October 14th

MMA General Meeting

November 4th

PCC Tour

November 19th

MSMA Annual Meeting

December 9th

MMA Holiday Event

Register Today

Online Registration:

www.msma-mn.com

Fax: 612-788-1655

Mail: MSMA-MN Chapter
P.O.Box 2622
Minneapolis MN 55402



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Minneapolis, MN 55402

PRESORTED
First-Class Mail
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Lake Minnetonka Boat Cruise Registration

Date: Thursday July 30th

Time: Registration: 2:30 – 2:45

Boarding: 2:45

Dinner & Cruise: 3:00 – 7:00

Location: Port of Excelsior

Cost: \$45.00 (MSMA members) \$55.00 (Soon to be members)

Name: _____

Company: _____

Address: _____

City/State/Zip Code: _____

Phone: _____ E-Mail Address: _____

Others attending from your company:

Name/Phone: _____

Name/Phone: _____

Name/Phone: _____

Register by: Friday, July 24th, 2009

(Cancellations after July 24th and No-Shows will be billed)